



## **EXECUTIVE DIRECTOR/STAFF REPORT:** January 2010

- **Visitor Guide Fulfillments** Mail: **372** e-Brochures: **1,137** Downloads: **11**
  - Tour Texas – 234
  - Southern Living – 105
  - Texas Monthly – 17
  - See Texas First – 16
  - See Texas First e-Brochure – 1,137
  - Tour Texas PDF Downloads – 11
- **Convention Groups Serviced:**
  - TexITE, Goodman Networks, Union Cathedral, American Airlines, Texas Retired Teachers & Heritage Church Women's Retreat
- **Site Inspections:**
  - NCAA Site Visit
  - People Report
  - TX Association of Pupil Transportation
  - TX Public Risk Management Association
  - Grace Event Productions
  - D6 Conference
- **Meetings/Events Attended:**
  - DFWATC Sports Alliance Group & DFWATC Annual Meeting
  - NCAA Team Frisco
  - City Depts Marketing Committee
  - MPI Networking Event
  - Destination Frisco Orientations
  - Frisco Sister City
  - NCAA Marketing Committee
  - Winter Games of Texas Volunteers
  - NIRSA Conference Call (Final Decision Due)
  - TEEX Pre-Con
  - Trolley Meeting
  - TCMA Conference Committee
  - Strictly Frisco CEO Breakfast
  - Website Training (New CVB Website)
  - World Cup Hotel Community at Anatole
  - Mike Roberts with Athletes Performance re: Baseball Project
  - Town Hall Meeting

- Lakes Trail, re: Shawnee Trail
  - Frisco Soccer Association, 2010 Shawnee Trail Shootout
  - Kurt Thomas Gymnastics, NCAA Level Gymnastics Event
  - Frisco Chamber Annual Awards Banquet
- **Presentations:**
  - Monthly Report to City Council
  - EventLink
- **Sales Missions/Travel:**
  - Dallas, TX – ACOM Conference
  - Ft. Worth, TX – RCMA Conference
- **Special Projects**
  - Winter Games of Texas
  - City of Frisco Leadership Academy (Marla)
  - City of Frisco Supervisor Academy (LaChelle)
  - Connect Magazine Interview, re: CVB Services
  - Coordinated & Submitted World Cup Bids for Frisco Hotels
  - New Shop Frisco Books sent to Participating Partners
  - CTA Class